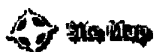



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OUR CUSTOMERS

Does Your Telephone Carrier Offer Metro One Services?

If you value your time and appreciate personal attention, Metro One service is for you. Besides easy access to every listed business and private party, you have the power to get through to hard-to-reach numbers, and send alphanumeric messages that get you through.

With one number, your phone becomes your access point to a huge database of constantly updated information. With one number, you have access to search services that you can't find anywhere else.

You speak with a *local* operator who will go the extra mile for you. No matter how long it takes to find your needed information. Even after you've been connected to your party, your operator is just one key touch away for further help. Because you talk with a local operator, you can use local jargon and landmarks when trying to locate your information. If you are from out of town, we will help you find what you need and where you need to go. And you will love the way you are always treated with courtesy and a high level of personal service.

Metro One Carrier Customers

[ALLTEL Communications](#)
[AT&T Wireless Services](#)
[AirTouch Cellular](#)
[Central Wireless \(Via\)](#)
[GST Telecom](#)
[Indus, Inc.](#)
[Iowa Wireless](#)
[Pacific Bell Wireless](#)
[Sprint PCS](#)
[Telecorp Communications](#)

How Do I Access Metro One Services?

We're now available to more than half of the wireless telephone users in the country. We may already be available to you. [Locations](#)

If your local wireless or land-line carrier doesn't yet offer our services, call and ask them to use Enhanced Directory Assistance® (EDA) through Metro One.

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EXCELL Call Center Outsourcing

Have you considered outsourcing your call center operations? Excell will reduce your costs and improve your level of service, while you focus on the core facets of your business.

We'll provide wholesale agent services, customized to meet your needs, at one of our state-of-the-art megacenters, or in facilities dedicated to your company. We can handle all your inbound calls, some of your calls or just your after-hours calls, whether you require a limited number of agents or a complete call center. Our centers operate 24 hours every day.

Our credentials are impeccable, as evidenced by our record of success handling customer calls for some of the world's leading telecommunications providers. That expertise and quality performance is applied to any transaction that requires personal interaction with a customer.

When you outsource to Excell, you can count on:

Agent Excellence

Only a "best in class" workforce will deliver "best in class" service. Agents are a highly valued resource at Excell and they know it. In addition to being well-trained and well-managed, they have a passion for excellence nurtured by the Excell culture. They also have a financial interest in meeting and exceeding your expectations. Their performance directly impacts their bottom line as well as yours.

Reliability

You won't have to worry about down-time or lost calls. Automatic call distribution is done through redundant state-of-the-art switching equipment, designed to have no more than two hours of down-time every 40 years. Our fault-tolerant computers are designed never to fail. And fiber optic access to each Excell center is via a self-healing SONET ring.

Cost Performance

Right up front, you'll save on overhead and labor costs, and Excell's workforce management expertise ensures ongoing cost-effective operation. We staff at levels that meet or exceed service standards, without incurring costly down-time or burn-out. Our agents handle calls more efficiently because we've trained them on an interactive CD ROM system that simulates existing architecture and assures that they're correctly using proven search methodologies. We track Average Work Time, and continually innovate ways to maximize productivity as well as customer satisfaction.

Flexibility

Excell's ability to act and react quickly means you can respond rapidly to market changes, customer demand and unexpected moves by your competitors. We manage and adjust headcount easily and cost-effectively to match peaks and valleys. We can help you get a new service on-line in record time. With our exclusive focus on the call center business, we are alert to new developments and capitalize quickly on emerging technology that will help advance your service objectives.

Outsource to Excell to gain a competitive edge

Corporate Office
2175 West 14th Street
Tempe, Arizona 85281
TEL: (602) 808-1511
FAX: (602) 929-0812

Operations Headquarters
4250 East Camelback Road
Suite 300K
Phoenix, Arizona 85018
TEL: (602) 808-0000
FAX: (602) 808-0010

European Headquarters
Atrium Court, 50 Waterloo Street
Glasgow, Scotland, G2 6HQ
TEL: 0141 303-2780
FAX: 0141 303-2791



NORTEL
NORTHERN TELECOM

Directory & Operator Services
National Directory Assistance

Quest411™



P r o d u c t / S e r v i c e

INFO

AT A GLANCE

The Nortel Quest411 Advantage

With the broadest portfolio of services and products in the industry—and decades of experience—Nortel is a key ally in today's competitive directory assistance market.

Nortel Advantages

- **Expertise—**
Over 20 years experience in the Directory & Operator Services industry.
- **Innovation—**
State-of-the-art products and services to keep you on the leading edge.
- **Integration—**
Innovative new services result from leveraging our expertise and industry-leading products.

Recent deregulations are having a dramatic effect on the telecommunications industry. New opportunities abound for traditional telephone companies, start-ups, cable companies, cellular carriers, and Internet access providers, just to name a few. For new and established players alike, success in the telecommunications market is inevitably linked to the portfolio of service offerings. With scores of new players, competitive advantage requires more than just service parity. It requires strategic differentiation. Presented with a host of choices, consumers will select providers who offer the most comprehensive, time-saving services. Nortel's (Northern Telecom's) Quest411 gives telephone companies and other service providers a fast, cost effective way to enter the national directory assistance (DA) market.

With years of experience and a portfolio of industry-leading products, Nortel is in a unique position to offer the most competitive national DA service and support available. We have combined our widely deployed and accepted directory assistance system with innovative call automation and uncompromising customer service to create a national DA solution that will help you succeed in this profitable market.

At Nortel, customer service is top priority. We start by fully supporting the Quest411 national DA service so that you can focus on the activities of highest concern to your business. In addition, we offer consulting services designed to ensure you get the most from the Quest411 service, your equipment, and your operator staff. By periodically assessing your operator practices and system utilization, we can make recommendations that will optimize your work efficiencies over the life of the service.

In Brief

Quest411 is a service that links telephone companies and other service providers to database suppliers over a wide-area network maintained by Nortel. The service is based on the same powerful Directory One software that already supports 60 percent of Regional Bell Operating Company (RBOC) DA traffic. Service providers can improve time to market and accelerate revenue streams from national DA services by quickly establishing access to national listings.

Key Benefits

Nortel's Quest411 offers numerous benefits to each service provider and database supplier.

Table 1. Key Benefits

	Key Benefits
Service Providers: <ul style="list-style-type: none">• Telephone companies• Local Telephone companies• Interexchange carriers• PCS Providers• Operator service wholesalers• Others	<ul style="list-style-type: none">• Retain subscribers by offering current, competitive services, without undertaking significant development efforts and capital expenditures.• Increase revenue by adding long distance DA services, expanding your customer base, increasing value-added call completion services, and generating income from your listing database.• Optimize existing operator staff by enhancing their roles to include national DA searches.• Minimize training time by using national search and display practices that are consistent with local practice.• Reduce operator work time by utilizing state-of-the-art speech recognition to automate portions of the DA call.• Access high quality national listings without the need to develop and maintain your own national database.
Database suppliers <ul style="list-style-type: none">• Telephone companies• Independent suppliers	<ul style="list-style-type: none">• Increase revenue and optimize existing resources by making your listings available to multiple service providers on a single network.• Reduce costs by eliminating the need for separate account management and billing activities for each service provider (this is done by Nortel).• Manage your listings independently of the service provider performing the queries.• Comply with recent regulatory mandates requiring open access to data (telephone companies).

HebCom transforms ordinary directory assistance into a valuable information source that subscribers can use every day to find the information they need.

HebCom's basic services, alone, set you apart from other carriers, and give your sales force more than price buckets and coverage area to sell.

Even better, we are continually developing advanced information services which can increase your leverage in target markets. Working in partnership with the carriers we support, HebCom integrates customized systems for the most advanced information services available anywhere.



Basic Services

- Directory assistance with hands-free call completion
- Pre- and post-call branding
- Category and geographical searches
- Business, residential and government listings
- Connection assurance and support.

Advanced Services

CURRENT AND IN DEVELOPMENT

- Traffic conditions
- Weather reports
- Travel directions
- Movies and local events
- Restaurant reviews
- Personal services
- National directory services.

Special Services

CURRENT AND IN DEVELOPMENT

- After hours help desk
- Short messaging services
- Customized reports.



HebCom

Total Information Solutions™



Products and Services Overview

Working in partnership with the carriers we support, HebCom continues to lead the industry in developing innovative product concepts that meet the needs of all levels of end-users.

HebCom currently offers several levels of Total Information SolutionsSM and we have exciting new technology, products and advanced services now in development. [Contact us](#) for more information about HebCom products and services.

Tier I Services

Local and National Directory Assistance with Call Completion, Carrier Branding and Multiple Search Capabilities

Tier II Services

HebCom's Enhanced Information Solutions include Movie Listings, Restaurant Guides, Local Entertainment and Event Guide, Weather and Traffic Conditions and Airport Status Reports.

[Home](#) | [Products](#) | [Events](#) | [Contact](#) |

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Contact:

For Immediate Release

METROMAIL DIVISION SIGNS AGREEMENT TO PROVIDE SPRINT WITH NDA[®] NATIONAL DIRECTORY ASSISTANCE SERVICES

LOMBARD, Ill./April 9, 1997 -- On-Line Services (OLS), a division of Metromail Corporation (NYSE: ML), today announced that it has entered into an agreement with Sprint Communication Company, L.P., to provide NDA[®] (National Directory Assistance) services. Terms of the agreement were not disclosed.

The agreement enables Sprint to offer branded, national directory assistance service to its long distance and local customers. The service will provide operator-assisted access to telephone number listings along with an optional call completion service and other enhanced service features.

"It is our goal to bring value and simplicity to our customers," said Larry Porterfield, vice president of Customer Service in Sprint's Consumer Services Group. "We are pleased to be working with Metromail to offer our customers a comprehensive national directory assistance listing service."

"Our objective is to provide easy-to-use, consumer-friendly directory assistance solutions. We're delighted to have the opportunity to work with Sprint to create new value both for the company and its customers," said Gary Shomo, vice president of sales, Metromail On-Line Services.

NDA from On-Line Services is the nation's most comprehensive single-source for residential, business, and government directory assistance listings. NDA combines listings from Regional Bell Operating Companies, independent telephone companies and telephone "white pages" with directory assistance search software to deliver a complete solution. Designed to meet the performance standards of major telecommunications providers, NDA surpasses other national directory assistance service options by being the most complete and current alternative available. Also available as an on-line service, NDA has made a significant impact on how directory assistance is used and delivered.



Metromail is now a part of Experian!

In April 1998, Great Universal Stores PLC (the UK-based Parent Company of Experian) acquired Metromail and all subsidiaries. This move built upon the acquisition of Direct Marketing Technology (now Experian Direct Technology) in 1997. Experian has integrated the products and services of both companies into its US operations. With these acquisitions in addition to its existing target marketing business in North America, Experian is well positioned continue its powerful presence as a global information solutions provider.

Experian is headquartered in Orange, Calif., and Nottingham, UK - and is a leading supplier of consumer and business credit information, credit scoring and software solutions, and direct marketing services. Including recent acquisitions, Experian employs nearly 11,000 worldwide with 7,500 employees in the United States. Annual sales are about \$1.5 billion. Experian is a subsidiary of the Great Universal Stores P.L.C., a UK-based holding company that includes home shopping, retail, property investment, finance and information services businesses.

For further information, please click here to link to www.experian.com.

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